

The Claresholm Advertiser

Vol. 1, No. 51

CLARESHOLM, ALTA., WEDNESDAY, APRIL 7th, 1915

Subscription, \$1.50 Per Year in Advance

Extra Postage Necessary Beginning April 15th

A war tax of one cent has been imposed on each letter and postcard mailed in Canada for delivery in Canada, the United States or Mexico, and on each letter mailed in Canada for delivery in the United Kingdom and British Possessions generally, and wherever the two cent rate applies, to become effective on and from the 15th April, 1915.

This war tax is to be prepaid by the senders by means of a war stamp for sale by postmasters and other postage stamp vendors.

Wherever possible, stamps on which the word "War Tax" have been printed should be used for prepayment of the war tax, but should ordinary postage stamps be used for this purpose, they will be accepted.

This war stamp or additional stamp for war purposes should be affixed to the upper right hand portion of the address side of the envelope or post card, close to the regular postage so that it may be readily cancelled at the same time as the postage.

In the event of failure on the part of the sender through oversight or negligence to prepay the war tax on each letter or postcard above specified, such a letter or postcard will be sent immediately to the nearest Branch Dead Letter Office.

It is essential that postage on all classes of mail matter should be prepaid by means of ordinary postage stamps. The war tax stamp will not be accepted in any case for the prepayment of postage.

Merchant Beats Them at Their Own Game

Jim Brown and I walked down to the depot just as the "local" was pulling in. Jim was a conscientious, hard-working merchant in a small town in Southern Alberta. He had a pretty fair business, too, although it had been better; the last two years it had ceased to grow and now it was showing a slight decrease.

The station agent was signing for several parcels bearing the inevitable marks of a mail-order house. I watched Jim as he made a mental note of the fact that there were seven packages in all, and that four of them were for customers of his.

We walked back to the store in silence. "Somebody" was doing some deep thinking and that "somebody" was Jim. Before I left him we had exchanged a few words, and immediately applied ourselves to the solution of the quickest and most effective method to secure the "enemy." These mail-order packages were arriving too frequently and were not at all conducive to the prosperity of the business of which my friend was the owner.

It took about twenty minutes to assure ourselves that during the five years the railway had been in the town, express charges had been steadily on the wane—as new territory opened and traffic increased they would be lower than ever. This condition favored the mail-order house so it was up to Jim to re-organize—to get speeded up to a degree that would hold the interest of his townsmen—to a degree that would turn this interest into permanent patronage—and profits.

The first thing he did was to go through the stock. This took about three days. There he found a lot of odds and ends that had been accumulating for some time. He

figured out the cost as near as possible and cleared them out at that. Other lines that were beginning to

Purely Personal Paragraphs

Herb England spent Easter with J. A. Gaudin and family.

S. M. Ferguson left on Tuesday on a business trip to Edmonton. Major James spent the Easter holiday at his home here.

Sidney Dawson spent the Easter with friends here.

Mrs. D. B. Vanhorn and daughter Dorothy spent Easter with relatives in Lethbridge.

S. H. Price left Tuesday night for Edmonton where he expects to remain for the summer.

Miss Mabel Soby, who has been attending school at Edmonton, is home for the Easter vacation.

Dave Dolph and family, of Macleod, spent Easter with friends in town.

G. B. Moir, of Grant & Moir, Barons, spent Sunday with his sister, Mrs. J. E. Moffatt.

Dave Linkon and Dan Dougan were here from Calgary 31st battalion for an Easter furlough.

Roy Soby, who has been attending college at Edmonton, spent his Easter at home and attended the wedding of his sister.

W. T. Cochran returned from Calgary on Monday, the proud possessor of a new Ford car.

T. C. Milnes has just completed the building of a fine barn on his farm of north town.

Miss Belle Collins returned on Monday from Calgary where she spent the Easter holiday.

Art Groves, formerly with the soothsayer paper, spent Saturday in town.

R. M. Larkin, of the 31st battalion, Calgary, spent the Easter holiday at his home in town.

Harry Knight, of the Union Bank Cochrane, spent Easter at his home here.

H. L. Fink returned from the north in time to spend the Easter with his family in town.

Fred W. and Mrs. Elliott entertained a number of friends at a dinner-party on Sunday last.

J. S. Proven, of the 31st battalion, was down from Calgary to spend Easter with friends here.

L. A. Whitten and daughter Ruth, of Winnipeg, arrived on Tuesday and will spend a time at the home of Mr. and Mrs. Elliott.

Mrs. Frances Chamberlin and son Harold, are spending the vacation at their home in the Glengarry Ranch.

Miss Esther Sundgren, of Calgary, spent Easter with the family of Gus Benson and attended the marriage of Miss Ida, on Monday.

Mrs. J. E. Moffatt and son Ross spent a few days in Calgary last week visiting friends. They returned on Saturday.

Wm. Moffatt, M. L. A., spent Easter with his family here, returning to Edmonton on Tuesday evening where he will remain until the close of the session.

Miss McPhee has removed her dressmaking parlor from Second Avenue north to the building on Railway St., one door north of the L. O. O. F. Hall.

B. A. Annable went to Calgary on Wednesday morning to see Mrs. Annable who is in the hospital in this city. Mrs. Annable is getting on very nicely.

Charlie Eade, of Hanna, formerly of this town, passed through to his home to Pincher Creek to rejoin his regiment. He had spent the short furlough at his home in Hanna.

(Continued on Page Two)

Dr. Macrae; of Calgary Addresses Patriotic Meeting

The address of Dr. Macrae on Basuto in Central Africa, the Beers in South Africa and others proved the loyalty of the conquered to the British fair play. The free nations within a nation, Canada, Australia, South Africa, made their spontaneous contributions to the motherland. They whose ideals were a pure democracy, recognized in this war a battle between these progressive ideals and reaction, United States, as it is, cherishes these ideals, is hated by Germany and in almost as great a measure as Britain is hated, the Germans looking first to the bar to their school of civilization and next to any obstructing nations in the path to world-empire.

Art Roberts had driven as a seer, a prophet, to awaken England to the danger which had now almost shaken her to the foundations. But no one would see. A set of circumstances, almost fortuitous, had drawn Britain into the fray before it was the purpose of Germany to bring her. It was the British bulldogs which held the enemy back after Mons and permitted the unprepared France, Russia and Belgium a chance to recover. What is our duty? A German historian says: "Germany is God's instrument." God's instrument is the speaker who said what he will fight for, the British are the ones of hope to which the patriots of the empire might cling, was the bold dog-eatony of the English. Patriotism is more than flag-waving. Until we have learned the lesson of patriotism unto sacrifice, we have not learned at all.

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At Home and Abroad

The Easter hat parade came off as per usual.

The compulsory school age may be raised from 14 to 15 in Alberta.

The Eye-Opener is out for publication. What do you know about that?

Miss Waterman, of Lethbridge, was the guest of Miss Colp on Easter holiday.

The W. C. T. U. meets at the home of Jas. McKinney on Thursday afternoon.

The uniform of the Canadian soldiers is becoming a common sight on our streets each weekend.

Thos. Moore, of the Glengarry Ranch, took a business trip to Calgary Monday evening.

J. T. North and wife of Parkland, were in attendance at the Amundsen-Soby wedding on Monday.

"Scoty" Connon, of the 31st battalion, Calgary, spent Easter in town with friends.

On the Water Wagon—Latest arrivals, King George, Lord Kilchen, Earl Grey.

China and Japan have come to terms and for the time at least, a very awkward corner has been turned by these two oriental nations.

Thos. Moore, of the Glengarry Ranch, has purchased two of the best Shorthorn bulls to be had in Alberta to head his Shorthorn herd.

"Enquirer"—You are entitled to three and one-half shares of Alberta Petroleum consolidated stock for every share of Heron-Elder you hold.—Ed.

Bulgaria disclaims any responsibility for the raid upon Serbian territory made by Bulgaria irregulars.

Geo. Hiltz, a brother of Mrs. J. R. Boer, who has been attending the School of Agriculture, left on Tuesday for his home in Montana.

Miss Nellie Gray, a nurse in training at the Galt Hospital, Lethbridge, who has been spending a short vacation at her home here, returned to her duties this week.

Miss Ida Pine returned on Sunday from a visit to her brother Frank at Livingston, Mont. On her way home she visited friends at Post Falls and Spokane.

A. R. Gordon, of Edmonton, was in town on Monday, looking for more horses for the north country. He thinks the farmers in this place are hold-up artists.

At the meeting of the council Thursday night, it was decided to reduce the rental meter to 10 cents and to have this rate remain as a permanent charge.

The first Thursday of last week, the first prohibition legislation of the province of Saskatchewan came into force and the bars were closed at 7 o'clock.

Old Hard Times must be going for the dances are now "deserted" and the musicians are now "champions." Or is it because France is our ally?

A leak in the water main at the corner of Railway and Second av. last night has flooded the street and workmen are at work repairing the breach.

R. K. Peck left for Lethbridge Saturday night on business connected with the work of organization for the Alberta Temperance and Moral Reform League, of which Mr. Peck is an organizer.

Some of the farmers around Bowell, Alta., are returning the seed wheat which they claim is not better than a 3. In the bags were slips saying that traces of mustard and wild oats would be found.

EASTER WEDDINGS

AMUNDSEN—SOBY

On Easter Monday afternoon at four o'clock, the marriage of Miss Julie Caroline, third daughter of Mr. and Mrs. J. M. Soby and Adolph Amundsen, son of Mr. and Mrs. O. J. Amundsen, both of Claresholm, was solemnized, the Rev. J. M. Harrison, their pastor, officiating. Precisely at four to the strains of Mendelssohn's "Wedding March" played by Miss Bertha Harrison, the bride entered the church on the arm of her father. She was attired in white voile, trimmed with shadow lace and wore the conventional veil and orange blossoms.

She carried a large bouquet of Easter lilies. The bridesmaids were Miss Mabel Soby, sister of the bride. They wore white embroidered veils and carried a large bouquet of Easter lilies and carnations.

The bridegroom was attended by his mother, Mrs. E. Atkinson and relatives were formal guests. The bridal party left for motor cars for Parkland where they took the train for a brief honeymoon in Calgary. Warmest congratulations are extended to the happy pair and the best wishes for their continued happiness and prosperity. Mr. and Mrs. Amundsen will take up residence on the farm of Mr. Amundsen, east of Claresholm, upon their return.

GALDE—BENSON

The Norwegian Lutheran church was the scene of an interesting wedding on Easter Monday morning at 11 a.m. The Rev. M. B. Anderson, of Barr Hill, tied the nuptial knot which made one, Edwin A. Galde, a farmer east of Claresholm, and Ida Maria, fourth daughter of Gust and Mrs. Benson. The bride was the sister of Barr Hill, and John Juhland assisted the groom.

Flowers were in evidence at the church and there was a large attendance of friends of the young people. The bride wore a long white veil and carried a bouquet of Easter lilies and carnations.

Sis was the conventional veil and orange blossoms. The Scandinavian "wedding march" was played by Miss Esther Sundgren, of Calgary. Accompanied by about 35 guests, Mr. and Mrs. Galde returned to the home of their parents where the wedding dinner was enjoyed.

The couple left on the evening train for Calgary. Upon their return they will make their home on the farm about 7 miles east of Claresholm. The Advertiser joins with the friends in wishing for the newly-wedded pair more than a share of happiness continued throughout their lives together.

Fire, doing damage to the extent of over \$30,000, destroyed a portion of the business section of Magrath last Thursday night. Among the businesses to suffer were the Magrath Pioneer (newspaper) and the Kirby Hotel. The fire is thought to have started in the Electric Theatre.

